



CareerSource Citrus Levy Marion
 2703 NE 14th St.
 Ocala, FL 34470

**MARKETING AND OUTREACH COMMITTEE
 AGENDA**

Wednesday, May 13, 2026 – 9:00 a.m.

Zoom Meeting: <https://us02web.zoom.us/j/87365863051>

Phone No: 1-646-558-8656 (EST) Meeting ID: 873 6586 3051

Call to Order
 Roll Call
 Approval of Minutes, February 11, 2026

A. Jones
 C. Schnettler
 A. Jones

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DISCUSSION ITEMS

State Update
 Workforce Issues that are Important to Our Community

R. Skinner
 R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport -
 Event Report
 Website Update
 Marketing and Outreach Report

R. Skinner
 M. Saco
 L. Byrnes
 L. Byrnes

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MATTERS FROM THE FLOOR

ADJOURNMENT

2025 – 2026 MEETING SCHEDULE						
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing / Outreach	Education and Industry Consortium	Executive	Full Board
Unless noted otherwise all committee meetings are held at CareerSource CLM, 2703 NE 14 th Street, Ocala, FL 34470						
Tuesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Wednesday 9:00 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am
8/5/2025	8/6/2025	8/7/2025	8/13/2025	8/14/2025	8/27/2025	9/3/2025 CF Levy
11/4/2025	11/5/2025	10/30/2025	11/12/2025	11/13/2025	11/19/2025	12/10/2025 CF Ocala
					1/30/2026	
2/3/2026	2/4/2026	2/5/2026	2/11/2026	2/12/2026	2/25/2026	3/4/2026 CF Lecanto
5/5/2026	5/6/2026	5/7/2026	5/13/2026	5/14/2026	5/27/2026	6/10/2026 CF Ocala

OUR VISION STATEMENT

To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.



**CAREERSOURCE CITRUS LEVY MARION
Marketing and Outreach Committee**

MINUTES

DATE: February 11, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
John Murphy
Staci Bertrand

MEMBERS ABSENT

Kathy Judkins

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM
Cory Weaver, CSCLM

Cira Schnettler, CSCLM
Melissa Saco, CSCLM
Landon Harrar, Levy BOCC

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll, and a quorum was declared present.

APPROVAL OF MINUTES

John Murphy made a motion to approve the minutes from the November 12, 2025, meeting. Staci Bertrand seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- TEN 10-23, Change 1 delays requirements that Wagner Peyser specific services be managed by State staff only. This would be a monumental change to how we currently handle our business outreach through our business services team. We will be looking at beginning to implement the upcoming requirement as we begin planning for the upcoming program year. This committee will be kept updated as changes are implemented by the State and how we will propose implementation.
- CareerSource Florida will continue to move toward performance driven letter grade metrics with a focus on apprenticeship and enrollment. To meet these new standards, we will look at restructuring towards a more workforce development

and training approach versus a job placement approach. We will be discussing different strategies for receiving registration and placement data at hiring events and job fairs. We have met with the Citrus Chamber and Marion County CEP to request assistance with the rebranding.

Workforce Issues that are Important to Our Community

John Murphy shared that the Citrus Chamber sent a workforce survey out to the Chamber membership. Rusty Skinner shared that the Chamber provided the survey for our preview before it was released.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport

Rusty Skinner explained that the EDA grant request has been submitted, and we are awaiting a response. In the meantime, we are working on the marketing strategy and created video content that can be shared to target middle and high school students. Staci Bertrand shared that Hernando County has developed a space, aerospace, and aviation program that has been successful. They may be able to provide some insight into launching a program in our region. John Murphy shared that WTC in Citrus County is offering an aviation mechanic program. Rusty Skinner shared that MTC in Marion Count is also offering a mechanic program. Having dual programs in the region will provide robust opportunities for training for all three counties.

Event Report

Melissa Saco highlighted items from the Event Report.

Website Re-Design

Dale French explained that we are in the final stretch of website development and launch is anticipated for March.

Marketing and Outreach Report

Dale French highlighted items that the marketing team is actively working on.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:51 a.m.

APPROVED: _____

PY 25 - 26 Individual Events

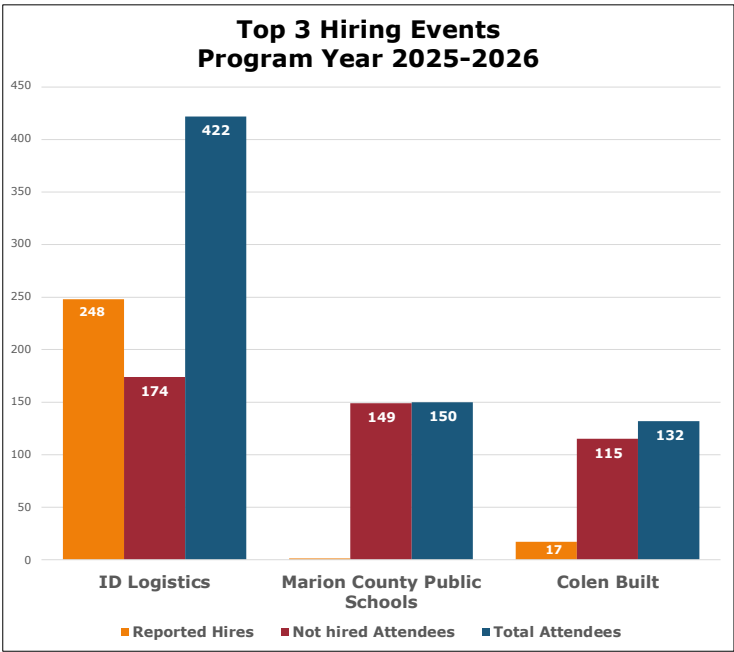
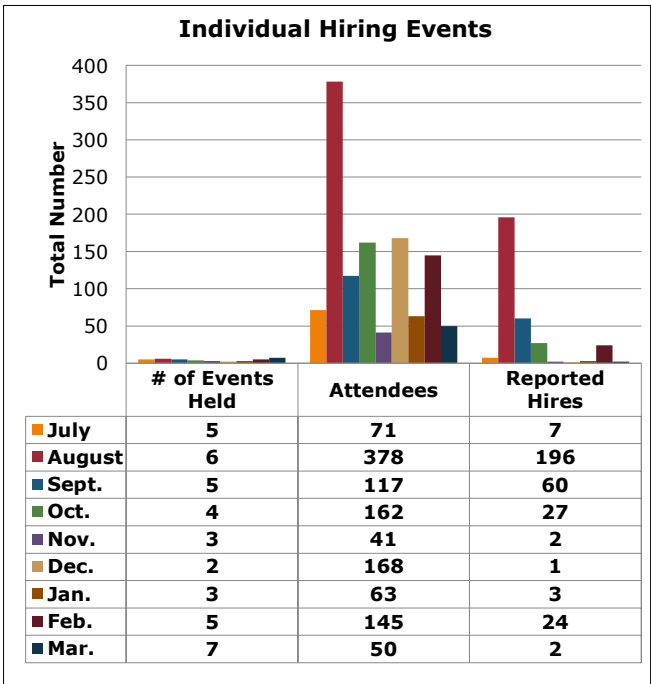
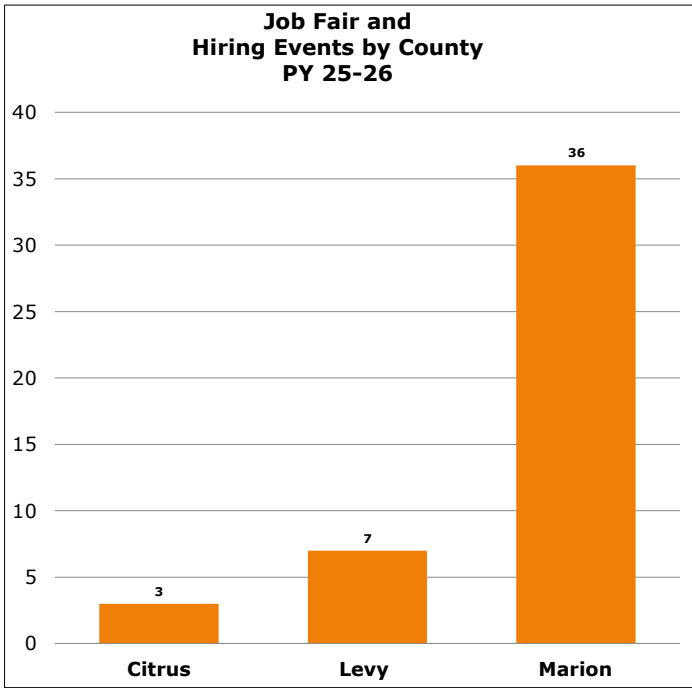
Total Events: 40
Attendees: 1195
Reported Hires: 322

PY 25 - 26 Job Fairs

Attendees: 716
Businesses: 76
Confirmed Hires: 31

Upcoming Event

May 13 Marion County Youth Job Fair



Other Individual Hiring Events 1/2026 - 3/2026

Event Date	Event Name	Event Location	County
2/10, 3/9, 3/10, 3/13, 3/17, 3/27	Tractor Supply	14th Street	Marion
1/15 and 2/19	Evergreen Private Care	Lecanto/14th Street	Citrus/Marion
1/13	Spherion	14th Street	Marion
1/21	Cypress Creek Correctional Academy	Cypress Creek	Citrus/Marion
2/5	E-One	E-One	Marion
2/11	American In home Care	14th Street	Marion
3/5	Kids Central	14th Street	Marion
3/10	Florida Department of Corrections- Cross City	Chiefland	Levy

OUTREACH/MARKETING COMMITTEE | MAY 13, 2026

PRIORITY PROJECTS

BRAND SHIFT [CAREER DEVELOPMENT/TRAINING]

- Begin shifting language/focus on most recent content for new website
- Begin shift on talking points, i.e. Homepage podcast, news releases, promotions
- Creation of testimonial one-sheeter for businesses contracting with us for OJTs/CBTs/Paid Adult and Career Experience Trainees
- Development of talking points for Business Development Team to land testimonials
- Placement of Rusty's column in the Chronicle
- In Progress: Development of strategic communications to realign with new focus
- To Come: Revision of collateral as inventory is used up and awaiting leads from Business Development team to schedule/produce testimonials

CHIEFLAND CAREER CENTER MOVES

- Completed social media campaign and earned media promotions for move to CF
- Removed window perfs and channel/cabinet signage from Suwannee Plaza location
- Social Media posts, News Release, and Banner Ad ready for Bronson center (awaiting confirmation on opening date)
- Hours of Operation A-Frame Signs ordered for CF and Bronson

FIBER OPTIC BOOT CAMP

- News release distributed on April 1 to targeted media outlets (24) in R10, R6 and R26. Outreach featured personalized emails to editors highlighting benefits of the program to their specific market service areas.
- Trackable coverage included 352Today, HardisonInk.com, Levy Citizen, K-Country, Wind FM, Riverbend News, Madison County Carrier, and Gilchrist County Observer.
- Customized news releases and updated flyers provided for R26 and R6
- Targeted digital media campaign launched April 1 and slated to run through May 14; projected total spend: \$1,290. As of May 4, the campaign resulted in:
 - **Region 10:** 238 landing page views
28,715 impressions
 - **Region 26:** 452 landing page views
59,801 impressions
 - **Region 6:** 468 landing page views
66,329 impressions
- Boot camp takes place May 18-22 / Class enrollment has met requirement

-Continued-

HEART OF HR CONFERENCE

- Successful event took place April 9 (additional comms support included preparing run-of-show and script, on-stage duties, day-of photography, continuing outreach and production of signage, table tents, and handouts, among other items).

WEBSITE [REDESIGN]

- Reviewed all Phase I pages, submitted revision and reviewed
- Submitted all content for Phase II (by March 7)
- Met with Appleton team on April 30 to go over Phase II pages
- Reviewed Phase II pages and submitted revisions (May 1)